ABSTRACT

An information sorting decision aid which aids a decisionmaker through the second stage of decision-making of choosing from a large variety of similar products through the use of a graphical preference mechanism together with locally executed recommendation and display logic. A novel combination of a user interface comprising several sliders with Rackham's hypothesis and with a novel weighted matching algorithm to rank products is presented. Each product or service is given a score based on how well its feature strengths match the needs of a user of a system of the invention as expressed by the positions of the sliders.